

Missouri Department of Elementary and Secondary Education
Certification Requirements for

MARKETING EDUCATION - POSTSECONDARY

I. Requirements for Five-Year Certification.

- A. Baccalaureate Degree.
- B. Two years or 4,000 hours of approved occupational experience is required. Approval is determined by the nature or level of employment in marketing occupations.
- C. Twenty-five (25) semester hours of subject matter course work appropriate for the instructional area.
- D. Eight semester hours in vocational education, which must include:
 - (1) Method of Teaching Marketing Education
 - (2) Curriculum for Marketing Education
 - (3) Coordination Techniques if the faculty member is to have responsibility for internships.
 - (4) Additional course work in vocational education for the eight (8) hour total. Courses might include Philosophy of Vocational Education, Vocational Guidance, Occupational Analysis, Adult Programs in Vocational Education.

II. Requirements for Two-Year Certificate.

- A. Baccalaureate Degree.
- B. Two years or 4,000 hours of approved occupational experience is required. Approval is determined by the nature or level of employment in marketing occupations.
- C. Fifteen (15) semester hours of subject matter course work appropriate for the instructional area.

III. Requirement for Certificate Renewal

Five-Year Certificates

- A. Confirmed attendance at five conferences regarding marketing and cooperative education during the five year period.

B. Completion of two college credit courses contributing specifically to the certification specialty.

C. Substitutions to above requirements may be made as follows:

1. A workshop or institute of fifteen (15) or more clock hours or one hundred twenty (120) clock hours of appropriate occupational experience may be substituted for attending a conference. No more than two conference requirements may be satisfied through substitution.
2. A workshop or institute of fifteen (15) or more clock hours or one hundred twenty (120) clock hours of appropriate occupational experience may substitute for each of the two college courses.

Two-Year Certificates

A. Completion of at least three semester hours of outstanding deficiencies for a five-year certificate.

B. Confirmed attendance at two conferences regarding marketing and cooperative education during the two year period.

C. Substitution for one of the conferences in the above requirement may be made as follows:

A workshop or institute of fifteen (15) or more clock hours or one hundred twenty (120) clock hours of appropriate occupational experience may substitute for one conference. No more than one conference requirement may be satisfied through substitution.

Evidence of completed requirements must be supplied by the teacher-coordinator to the Department of Elementary and Secondary Education with requests for certificate renewal. No more than two renewals are available for two-year certificates.